

The **CREDIT UNION BRIDGE**

THE WAY TO ECONOMIC BETTERMENT



Six-year-olds making their weekly deposit in the school credit union.

(See page 4)

Official Publication

December, 1950

Credit Union National Association



ZOUNDS!

IS UPON US
ALREADY!

Soon all of us will be in the thick of preparations for this grand old feast day. There will be lists to make, toys to buy, floors to wax, presents to wrap, trees to trim, packages to mail, cookies to bake, and stockings to stuff.

Yet, through all the hustle and bustle, and the commercial trappings that surround Christmas, still shines the serene light of Faith, the spirit of Brotherly Love, that undaunted Hope which the Christ Child came to bring, so many centuries ago in the humble stable of Bethlehem.



Lest our elaborate preparations for the holiday become a hollow mockery, let us keep the spirit of Christmas . . . May it lift our hearts, may it renew our purpose, and may it infuse our people everywhere, so that the credit union movement will become, verily, the expression of our finest efforts for "Peace on Earth, good will to men."

WE WISH YOU ALL A

Merry Christmas



CUNA • CUNA MUTUAL • CUNA SUPPLY

The Credit Union Bridge

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Credit Union National Association

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The Credit Union Bridge

Has Improved Annual Meetings

By GEORGE H. JEPSON

MANY BOARDS OF DIRECTORS will soon be hard at work trying to convince their members that it is to their own interests to turn out for the annual meeting.

Member credit unions in the Ontario Credit Union League had much success in increasing the attendance at annual meetings last year and hope to have further success at the coming meetings.

The problem is that many members consider this annual affair as just another routine chore, where they have to sit through a recital of a lot of financial statistics, which they can read anytime on the local bulletin board. They fail to realize the opportunity a shareholder has to color and shape the policies for the coming year, and to elect members to the various positions that are becoming vacant on the board of directors and committees.

Here are some of the inducements offered last year that proved effective: a dinner-meeting, with the credit union paying all or part of the expenses out of operating income; having refreshments after the meeting along with entertainment such as dancing, movies, or a concert; cutting down on long winded reports and speakers; using newspaper and radio publicity, if available, and the presence of distinguished persons also bring additional people out.

The chapter and extension committee of the Ontario Credit Union League, under the chairmanship of Aubrey Dalglish, realized that no matter what inducements were offered, they were nullified if the education committee of any credit union was inactive. They stress the education committee should always be working, making the members familiar with the progress and aims of the credit union movement by the use of pamphlets, notices, and posters. CUNA Supply Co-operative poster #628 has been used to advantage in regards to annual meetings.

The Hamilton Chapter of the Ontario Credit Union League, to encourage educational work within its member credit unions, offered as an annual prize, a SHIELD, to be pre-

sented to the credit union adjudged as achieving the best educational effort of the year. The present holder is the St. Louis Parish Credit Union of Waterloo, Ontario. Their educational committee is split up into sub-committees. The telephone committee alone has over 80 members. This committee has been organized so that each member has a list of names and phone numbers of their credit union members, whom they inform of credit union activities.

Two more endeavours of educational committee work are worthy of mention. The T. H. & B. Railway Employees Credit Union, whose annual picnic in Niagara Falls attracts over 2,000 people and is looked forward to by many who are not eligible to become members of this credit union. The other is, the innovation brought out this year by the Hamilton Dominion Civil Servants Credit Union, which is a "Pay a dime when you can" plan. This credit union is holding a combination dinner, annual meeting, and Valentine dance, and are already selling tickets to members, who can take them now and pay a dime on each payday, or when they can, until the price of \$1.50 per ticket is paid. This will no doubt put an end to that old excuse, brought up so often at annual meeting time, "Oh, I could not afford \$3 for tickets for the missus and me, so soon after Christmas."

How It Came About

The main success in increasing the attendance and enthusiasm at the annual meetings throughout Ontario came about through a conversation between Aubrey Dalglish and Lenard Mitchell (CUNA Mutual Director). Mr. Mitchell remarked that the Calgary, Alberta Credit Union Chapter had an annual meeting contest and awarded a prize to the winner. Mr. Dalglish took this to the League Chapter and Extension Committee and they went to work. Early in 1949 circulars went out to the various chapters of the League, stating that if the chapter could get enough credit unions interested to make a contest worthwhile, the League would award "Plaques" to the credit union holding

the best annual meeting within the chapter.

The response was very gratifying, each of the seven chapters qualified, from then on success of the scheme was assured. Officers of credit unions became enthused and pitched in, trying to devise ways and means of improving their annual meeting and attracting members to it.

Basis of Judging

The Chapters appointed their own judges, who awarded points to a series of questions set down by the Chapter and Extension Committee of the League. The Plaque being awarded to the credit union having the greatest total of points.

There were 22 questions, a few of them were as follows:

Did the meeting start on time?

Did the chairman (a) Suitably welcome the members? (b) welcome and introduce visiting members? (c) urge all present to take proper part in matters brought up for discussion?

Were the various Annual Reports presented in an attractive and interesting manner?

Was report of the education committee interesting? Did it show the committee was active? Was it accompanied by interesting and suitable display of literature and posters?

Did this Credit Union discuss membership in the League? Chapters?

Did meeting give incoming officers any directions as to policies in the coming year?

General remarks about meeting as a whole.

It can be readily seen that the judges had a difficult job to perform, that it was performed without any serious arguments speaks well, both for the judges and the contestants.

During the contest many credit union presidents, directors, and members of annual meeting committees attended other annual meetings as visitors.

That the Contest was a success, and contributed to the increased attendance at the annual meetings was vouched for by the numerous letters of praise that poured in to the chapter and extension committee.



KINDERGARTEN children deposit savings in Jr. credit union; older children act as tellers.



TELLERS turn in deposits to Junior Treas. Marilyn Miller (8th grade) and Asst. Treas. Mary Ann Hahn (8th grade) as soon as collections are made on Tuesday A.M.; whole thing's over by 10 A.M., except for treasurer, who works lunch hour, at night on books.



BALANCING THE BOOKS is Juniors' own problem. Here they check month-end figures. They're remarkably accurate.



MEMBERSHIP'S GROWING; that's what Pres. Thomas Kessler reports to Fr. F. Ivan Hansen, pastor of St. Elizabeth's.

SAVING for Christmas, clothes, high school, 8th graders line up to deposit in credit union money earned by odd jobs, baby sitting, and allowances.





BOARD OF DIRECTORS of St. Elizabeth Junior Credit Union meets monthly; conducts meeting exactly like adult credit unions.

School Kids' Credit Union Sets the Pace

By Mary Jean MacGrath

DELEGATES at the Wisconsin Credit Union League convention could hardly believe their eyes, when they saw four children listening intently, and taking copious notes all through the educational sessions.

They were the officers of the St. Elizabeth Junior Credit Union, of Milwaukee, sent as representatives to the league meeting by some 450 grade school credit union members. Naturally, everyone wanted to know more: what kind of a credit union was this?

How It Started

The St. Elizabeth Junior Credit Union started last May, when Father F. Ivan Hansen, pastor of the church, asked the parish credit union, which has been functioning since 1933, to set up a thrift plan in the parish school. The credit union went to the state league for help, and found Managing Director Fabian Monroe and Assistant Managing Director Paul Haese enthusiastic.

Treasurer Al Fuchs and Vice President Carl Amman explained the plan to the school principal, Sister Mary Agneta. She approved, and Fabian Monroe, Paul Haese, and credit union director Ray Lagerman came out to the school and spoke to each class. Fr. Hansen talked about

the school credit union from the pulpit on Sunday, and a letter was sent home to each parent giving the details. In two short weeks the credit union was underway!

Summer vacation came before the credit union had time to become well established, and Father Hansen and the teachers had resigned themselves to starting all over again in the fall. But to their surprise, each week during vacation the children came to the credit union office to deposit their savings and the Jr. treasurer faithfully appeared to accept them. When school opened, the credit union was in good shape.

How The Plan Works

Now each Tuesday is Credit Union Day in St. Elizabeth's school. Here's how the plan works: Tellers, chosen from each class accept the deposits, post the pass books and turn in the money to the Jr. Treasurer, who at noon on Tuesday gives the whole amount to an officer of the senior credit union.

Each child has his own pass book, but all savings are deposited in one account for the school in the parish credit union. Dividends are paid on this account same as any other, and are pro rated to the individual children's accounts.

The children save about \$125 a

week, with the average deposit running around 75 cents. Money for credit union savings comes from many sources: allowances, pay for odd jobs, baby-sitting and paper routes.

Withdrawals can be made on any Tuesday. If the amount is large parents must sign a withdrawal slip. "We hope to start making loans before too long," said Fr. Hansen. So far, most children have been more interested in saving than in withdrawals—that's why assets are now over \$3,000—and growing fast.

A Real Part of School

Credit union influence is not limited to Tuesday A.M., however; it's a real part of the school curriculum. Children give talks on credit unions in English class, and write credit union stories. They plan to figure their dividends in arithmetic class.

Signs, "Save for Credit Union Day" hang in each classroom and in the halls; on Monday the sign is turned over to read, "Tomorrow is Credit Union Day."

The Juniors nominated and elected their own officers and board of directors, and formulated their own by-laws.

Membership continues to grow

SERIOUS BUSINESS. Junior treasurer makes report at regular board meeting. Children conduct their own meetings, but officers of the senior credit union sit in on the sessions, to advise juniors, and train them in correct procedures.

JR. OFFICERS attend Wisconsin League meeting with adults. Front row: Secy. Leonard Kirchner, Asst. Treas. Mary Ann Hahn, Treas. Marilyn Miller, Sr. Treas. Al Fuchs; second row: Fr. Hansen, Pres. Thos. Kessler, Sr. Vice-Pres. Carl Amann.





MEMBERSHIP among parents is increasing, thanks to school credit union.



CHILDREN crowd credit union office after Sunday mass to deposit savings.

steadily. "Each officer of the children's organization is a membership committee in himself," said Fr. Hansen. "We stress membership at each board of directors meeting." The fact that deposits are made right in the classroom is a powerful stimulus to membership. As one little boy put it, "When you see the other kids go up with their money, you want to go up too."

Reasons for Success

Why is this school credit union so successful? There are a number of reasons. One. It's built on a firm foundation: when the idea was first proposed, St. Elizabeth's credit union went straight to the state league which helped work out the system in detail. Two. The plan was fully explained to teachers, pupils and parents. Three. The credit union is run by the children, not by teachers or adult credit union members. Children do the work: collect the deposits, post the pass books, keep books, elect officers, etc. Four. It's modeled exactly on the senior credit union, so what children learn in school years can be directly applied as adult members of the credit union. Five. Regularity and discipline pay off. For example, pass books must be presented when deposits are made. The simple system of "first thing" Tuesday A.M. deposits and withdrawals, closely adhered to, forms regular habits. (Also money's collected before it's lost or spent!) Six. Enthusiastic and complete support of credit union officers, pastor and teachers induces continued growth.

Many Benefits

The Junior credit union is certainly proving worthwhile: it's benefiting the children, the adult credit union and the parish. Teachers are enthusiastic about it. "It teaches responsibility," one volunteered, and, "It helps establish good habits of thrift and regularity," said another.

Of course parents encourage the young members. They're glad to see their children saving, and in the case of the older children, it's a real financial help to have the boys and girls save for their own clothes or school expenses.

An active membership for the parish credit union is practically guaranteed by the success of the

Jr. credit union. "If you get them interested as youngsters, they stay interested later on," Fr. Hansen remarked. (As children leave the 9th grade they automatically "graduate" to the senior credit union.)

Carl Anman is chairman of the Catholic Action Committee of the senior credit union which is doing a fine job in helping members straighten out personal problems, brought on by financial mismanagement. He says, "Most of the people that come to us with real problems could have prevented their troubles if they had learned thrift; that's why I was sold on getting the children started on a savings program while they are still in school." Amen!

League Quotas Announced For Eighth Annual Membership Drive

TWO HUNDRED THOUSAND (200,000) new credit union members during the coming January, February, and March is the impressive goal set by the National Board at their recent meeting. The two factors for setting

the quotas were by weighing equally the present number of credit union members and the number of credit unions in each league with the exception of Quebec and Massachusetts.

State or Province	1951 Quota	State or Province	1951 Quota	State or Province	1951 Quota
Alabama	1,150	Maine	810	Oklahoma	1,440
Alberta	3,330	Manitoba	2,450	Ontario	8,310
Arizona	590	Maryland	1,610	Oregon	1,280
Arkansas	530	Massachusetts	2,720	Pennsylvania	11,150
British Columbia	3,160	Michigan	6,330	Prince Edward Island	970
California	10,330	Minnesota	5,860	Quebec	620
Colorado	2,070	Mississippi	600	Rhode Island	920
Connecticut	4,060	Missouri	7,050	Saskatchewan	4,050
Delaware	150	Montana	850	South Carolina	540
District of Columbia	2,230	Nebraska	1,130	South Dakota	610
Florida	3,510	Nevada	90	Tennessee	2,750
Georgia	3,470	New Brunswick	1,920	Texas	8,160
Hawaii	1,820	New Hampshire	270	Utah	1,360
Idaho	660	New Jersey	5,010	Vermont	410
Illinois	15,760	New Mexico	710	Virginia	1,920
Indiana	5,750	New York	13,860	Washington	3,100
Iowa	3,640	North Carolina	4,010	West Virginia	1,380
Kansas	2,500	North Dakota	1,530	Wisconsin	9,280
Kentucky	2,110	Nova Scotia	3,370	Wyoming	280
Louisiana	3,280	Ohio	11,370		

Kelly King Added To Louisiana League Staff



THE LOUISIANA Credit Union League has increased its staff by employing Kelly King as full time field assistant.

Mr. King became acquainted with credit unions when the league formed a credit union for the Louisiana and Arkansas Railway employees in New Orleans. Being one of the incorporators he was on the ground floor regarding the operations of this credit union. He served the first years as chairman of the supervisory committee, and was elected treasurer in 1941. As a believer in organized activity, he participated actively in the local chapter, league, and the state central credit union functions.

With a native Louisiana background, Mr. King graduated from the public school of New Orleans, and completed 2 years college work before taking employment with the Louisiana and Arkansas Railway.

Charles E. Sheline

CHARLES E. SHELINE began his credit union activity with the Pomoloy Federal Credit Union soon after it opened for business in 1938.



The next year he was on the educational committee, and edited a credit union monthly paper called POMOLOY NEWS. Later he was elected to the board of directors and in January 1947 he became treasurer of the credit union.

Though this credit union has only one-third the number of employees during the peak of the war, the credit union has continued to grow, and the number of members is 30% greater than the number of employees.

The interests of Mr. Sheline in credit union affairs continued to expand. He became Secretary-Treasurer of the Tri-County Chapter, and was elected to the board of directors of the California Credit Union League. His interest in learning from and helping other credit unions is evidenced from the fact that he had personally visited nearly all the 22 credit unions in the Tri-County Chapter. He became a member of

the Founders Club for organizing the Methodist Ministers Federal Credit Union to serve the Southern California and Arizona area. When the first treasurer resigned, Mr. Sheline took on those duties, and the credit union now has assets of over \$40,000.

After Mr. Sheline left the industry he had served for 21 years, he was working in the league office. While Clarence Murphy, the managing director, attended national meetings this year 10 credit unions were formed in the state, 7 of which Mr. Sheline had organized and had them associated with the league.

Mrs. Sheline is a credit union minded as her husband and serves as assistant-treasurer of the ministers credit union. When her husband is away she takes care of it like a veteran.

The Shelines' have 3 sons and 2 daughters all grown and away from home. His new assignment will be in Southern California.

Social Security to Cover Federal Credit Union Employees

SOCIAL SECURITY ACT Amendments (Public Law 734) were approved on August 28, 1950, and provide for mandatory coverage of employees of Federal Credit Unions under Old Age and Survivors Insurance, effective January 1, 1951.

First New Book Order

THE FIRST ORDER from an individual for the new package order Credit for Millions by Richard Giles and The Poor Man's Prayer by George Boyle—came from Ross Wilson of Missouri with \$4.50 cash attached (separately the books are \$2.50 net, each).

These books will likely be off the press for delivery in December. Early orders may be sent to the league supply departments where available or Cuna Supply Cooperative.

The Truth That Christmas Teaches

By Jerry Voorhis

CHRISTMAS in a world still suffering from war. Christmas in a world where the very basic energy of the universe—the energy locked in the atom—has been turned into a threat to the continued life of man.

Christmas in a world more than half of whose people are the serfs of dictators.

What does Christmas mean in 1950?

It means just what it has always meant through 19½ centuries. Only its meaning is more poignant than ever before.

Christmas means that the deepest motive in human life is not personal gain but a giving of one's self to the life of all mankind.

Christmas tells us that the Greatest Life that was ever lived was one of a man who refused steadfastly to assume power or place for Himself—who was till His death one with all the common people of the world.

Christmas tells us that the truth of God—an eternal irresistible truth—is available to every man and woman who desires it, and that he who makes that truth his own need never fear death.

Christmas, therefore, brings us the courage we need to live creatively—most of all in the world of 1951.

But not one of us can live creatively alone. We can only express the truth that Christmas teaches if we identify ourselves with our fellow human beings of every creed, race, and kind. We can only express that truth if we express in our lives, not only on Christmas but on every other day the simple rule that "Thou shalt love thy neighbor as thyself."

That rule means, in all the practical aspects of life, mutual aid. And mutual aid is cooperation. Cooperation is "Love thy neighbor as thyself" in action.

It is good to give gifts on Christmas Day. But it is far, far better to give to others a pattern and a method whereby life's problems can be solved by working together, a method of problem solving which requires the application to those problems of the message and spirit of Christmas itself.



What About It?

BY C. F. EIKEL, JR.

Answers to your credit union questions by Cuna assistant managing director

Supervisory Committee Power

QUESTION: (FROM CALIFORNIA)

Has the supervisory committee the right to recommend to the board of directors that further loans be denied a member who in the past has been seriously delinquent on a loan? This has happened in our credit union and it seems to me the supervisory committee has overstepped its bounds. It seems to me the board of directors hasn't even that right. The credit committee is the body to decide whether a loan should or should not be granted. Right or wrong?

ANSWER:

You are both right and wrong.

You are **WRONG** in believing the supervisory committee does not have the privilege of making recommendations to the board of directors or even to the credit committee. We all have a right to recommend. I make recommendations to boards of directors of credit unions of which I am not even a member. But such recommendations should not be considered by the board of directors as mandatory. They should weigh all the facts and if there is something beneficial in any such recommendations, certainly they should adopt the recommendation. In my judgment it would be a poor supervisory committee which did not call the board's attention to certain practices which, in their opinion, were unwise or unsound.

The recommendation of the supervisory committee to deny further loans to a member who has been seriously delinquent in the past, is in my judgment, a poor one and very unwise. And the board of directors should not adopt this as a policy. There are times when all of us get into some financial tight spots and we need working over. And I don't mean in a dark alley. We need the help and guidance of someone willing to go down the line in order to get us back on the right road, even though it appears a hopeless effort. But we can never hope to get back on the right road if we are denied the opportunity.

You are right when you say the



You are invited to submit your questions on any credit union problems to this department. You are also welcome to contribute your own ideas on the answers printed here. What's on your mind?

credit committee is the body to determine whether a loan should or should not be granted. That is the reason the law provides for a credit committee.

Regulation W

QUESTION: (FROM PENNSYLVANIA)

Regulation W is without question a "pain in the neck." Nevertheless, we have gone ahead and made loans to our members and, to the best of my knowledge we have abided by the Regulation as to down payment, time limit, etc. We have made several loans for automobiles, even since the recent amendments to the Regulation. We have required the necessary down payment and have limited the terms for repayment to the 15 month limit. What bothers me as treasurer is the fact that I know some, in fact most—if not all—of these people will not be able to continue such steep payments on their loan. Believe me, these people have not bought these cars merely for the sake of pleasure. They need them. But what do we do if they can't continue their payments? Can we refinance the loan? If so, for how long a period, and what is required of them as well as the credit union?

ANSWER:

I can well appreciate your feelings about Regulation W. It is a "pain in the neck." It can and it will work a hardship on many of our credit union members. Nevertheless, until such time as it takes to get the "powers that be" to understand the true cause of our inflationary trend and

that credit unions are definitely not inflationary, then we have to live with Regulation W. In doing so let's be very realistic about its application.

Credit unions were organized for the purpose of serving the credit needs of our members. If we understand that and if we apply that principle in the operation of the credit unions, then we will find the proper and the legal way to serve them, irrespective of Regulation W.

Regulation W is nothing more than a law passed by Congress. We should not allow it to frighten us. Our credit unions themselves operate under specific laws, and there are some things under our credit union laws which we can or cannot do, just as there are some things under Regulation W which we can or cannot do.

In the case of loans made for the purpose of purchasing automobiles or for any other reason where the requirements are the same, it is possible for the credit union to give some relief to the member if such relief is needed and requested. Actually, provided no prearranged agreement has been made between the credit union and the borrower, a loan for the purpose of purchasing an automobile can be made for a period of practically 30 months. For example:

Mr. A purchases an automobile, meets the required down payment and finances the balance with the credit union for a fifteen month period. To make it easy for this example, let's say the balance to be financed is \$1500. Now, under the terms of the Regulation, Mr. A would be required to pay \$100 per month to pay off in fifteen months. In five months he will have paid off \$500, leaving a balance of \$1000. You can refinance this balance for another fifteen months from the date of renewal, and the monthly payments will be reduced from \$100 to \$66.67. In five months he will have paid off another \$333.35, leaving a balance of \$666.65. This balance can then be

refinanced for an additional fifteen months and the monthly payments would then drop from \$66.67 to \$44.45. This process can be continued until the loan balance has been reduced to where the repayment schedule would not go below the \$3.00 per month or \$1.25 per week, as prescribed in the Regulation.

All that is required to do this is a request by the borrower to refinance the loan and the execution of the new papers, either a new loan application and note or an extension agreement. No statement of changed condition is necessary.

But remember, this cannot be a preconceived plan. No agreement can be made between the credit union and the borrower for such an arrangement at the time the original loan is granted or at any subsequent renewal.

Dividend Recommendations

QUESTION: (FROM ALABAMA)

I would like some advice from the National Association on the question of dividends. Our credit union has done remarkably well for the past several years. All our money is loaned out and we have even found it necessary to borrow some additional money to meet the loan demands. Of course, this very healthy condition may not continue now with Regulation W back. However, we have done very well. We pay all our own expenses, have two full-time employees and pay them very good salaries. We have Loan Protection and Life Savings insurance and pay for it out of the earnings. We carry on quite a bit of educational work and spend quite a little money for this, too. We are in a position this year where we could actually pay a 5%, or even a 6% dividend. Last year we paid 3%. This year our board voted to pay 4%.

Some of the members of our board are opposed to the payment of 4%. They believe the dividend rate should not exceed 3%. In fact, they claim this is the recommendation of the National Association. They feel that instead of paying a higher dividend, we should stick to the recommendation of the National Association and pay 3%, then reduce the interest rate to the borrowers by $\frac{1}{4}$ of 1%. In other words, charge $\frac{3}{4}$ of 1% per month instead of 1% per month. What is your opinion?

ANSWER:

The Credit Union National Association does not recommend a limit of 3% dividends to be paid by credit unions. This was our recommenda-

tion in the last war because we did not wish to have credit unions compete with our Government in the sale of war bonds. The present recommendation of the Credit Union National Association with respect to credit union dividends is as follows: "We recommend to all credit unions that they pay dividends in conformity with current rates of interest on similar types of savings." Before paying dividends it is definitely good policy to:

1. Adequately compensate the persons employed to do the work.
2. Support the credit union movement by being a member of the league.
3. Adequately bond all persons handling the funds of the credit union.
4. Provide Loan Protection and Life Savings insurance for members.
5. Provide enough funds to carry out an educational and promotional program.
6. Place a reasonable amount in your undivided profits account to take care of lean years, which do come.
7. Provide every conceivable and feasible service within the bounds of good credit union practice and philosophy.

The present policy of the Credit Union National Association with respect to interest rates is as follows: "The Credit Union National Association approves the charging of interest on the basis of 1% a month on the unpaid balances on all loans. However, if any lowering of rates should be deemed necessary or advisable, such reductions should be applied on an equitable basis to all members."

It is my personal opinion that the

A Message to Santa

I don't ask for everything under the sun;

My wishes are few, and in fact only one.

I don't ask for stickpins or slippers or ties,

Or any other delightful surprise; But after the Christmas tree presents are shed,

And Johnny has skis and a tent and a sled.

And Janie and Susie have dolls by the score,

And sister has half of the jewelry store.

And the turkey's consumed, and the scraps go to Rover,

All that I ask is a blessing left over.

—from *Avril Chorus*

1% per month interest charge is still the lowest interest rate for personal loans generally, and it would be good business for credit unions to continue this rate.

If the interest earnings at 1% per month are sufficient to provide the members with every conceivable service, primarily those listed above, and there is still a large surplus available for distribution then, rather than lower the interest rate, consideration should be given to reducing the interest to the borrower by means of a patronage refund, if the law under which your credit union operates permits.

Legitimate Ballots

QUESTION: (FROM INDIANA)

It has been the custom in one credit union to throw out all ballots unless the voter made a choice for all offices. In the absence of instructions in the by-laws should this practice continue or should a candidate be given credit for all votes he receives the same as in political elections, regardless of whether the voter has marked a choice for all other offices or not?

ANSWER:

Certainly all ballots cast by members at a meeting should be counted even though the voting member may cast a ballot for only one of the positions vacant.

Indiana Adds to Its Staff

THE INDIANA Credit Union League has added Robert Pogue to its staff as field representative.



Mr. Pogue has had four years experience as a credit union examiner with the Bureau of Federal Credit Unions. Previously he was treasurer of the U. S. Naval Ordnance Plant Indianapolis Employees Federal Credit Union.

He is married and has a daughter, Elizabeth, age nine.

S. J. Domenick Enters Army

THE MARYLAND Credit Union League lost its full time field representative to Uncle Sam. The new address is Sgt. S. J. Domenick, 471st QM Salv. Co., 327th QM. BN., Camp Pickett, Virginia.

The Maryland League increased the tempo of credit union progress in their state considerably when they selected Mr. Domenick to work full time.



The Way I See It

Here are a few of many letters received by the Credit Union National Association with contributions for the POP Program.

FROM: BRIDGEPORT, CONNECTICUT

The enclosed check in the amount of \$10 represents the contribution by the Sikorsky Aircraft Employees' Federal Credit Union toward the POP Program.

We wish you success in your plans to help Credit Unions provide more and better service for its members and to spread the Credit Union idea to more people.—For the Board of Directors, S. C. Herrschaft, treasurer

FROM: BLOOMINGTON, ILLINOIS

We are very happy to enclose our check in the amount of \$10 towards the third annual POP Program.

Our Board of Directors is enthusiastic of what the POP program is doing for credit unions and I am quite sure they will want to participate in anything that will further develop the public relations among credit unions.—F. W. Erickson, Treasurer, State Farm Ins. Co.'s Employees' Federal Credit Union

FROM: CHICAGO, ILLINOIS

We are enclosing our check in the amount of \$10 as our investment in the Credit Union POP program.

The POP program for the Public Relations Organization and Publicity of Credit Unions is a worthwhile one, and our Board of Directors approved wholeheartedly of this program.

The best of luck to you and your staff in the fulfillment of this program for Credit Unions all over the world.—Air Line Pilots Association Federal Credit Union, H. A. Keller, manager

FROM: CLEVELAND, OHIO

Enclosed please find our check for \$10 representing our contribution to the POP Fund.

Pickwick Federal Credit Union extends their best wishes for the success of this wonderful movement. We hope that through your efforts and the POP, many others will realize the benefits of the Credit Union movement as already our eleven hundred members have found out.—J. C. Braunlich, Treasurer

FROM: SEATTLE, WASHINGTON

I am pleased to enclose herewith our check for \$10 as a contribution to the POP program.

Our board had its regular monthly meeting last evening at which time the writer called to the attention of those present the matter concerning POP and the result was a \$10 check.

Wishing you success in carrying on in this particular field, I am—John Prakken, Sec'y-Treas., Seattle Gasco Employees Credit Union

FROM: AURORA, ILLINOIS

The Board of Directors of our Credit Union voted to invest \$5 in the POP program, and although this is not what you have asked for, it is a step in the right direction. Last year, we did not participate in the program, and perhaps next year we will be able to do better.

Therefore, enclosed is our check for \$5.—Richards-Wilcox Credit Union, Ralph R. Boney, Treasurer

Gratitude For Foresight

TO: CUNA MUTUAL INSURANCE SOCIETY

I also at this time want to acknowledge and thank Cuna Mutual Insurance for the prompt action on the total disability claim. The check in the amount of \$206.50 has been received and will be credited to pay off the remaining balance of his loan.

I wish each member of our credit union, including the officers could have had the pleasure of giving this member the paid-up note, and to see the gratitude in his eyes. We are proud that our credit union people have had the foresight to make pro-

visions for all of our people.—Wellington Hinz, Treasurer, Escanaba Municipal Employees Federal Credit Union.

POP Response Grows

DAILY THE CONTRIBUTIONS to the POP Fund pour into the CUNA office, bringing the total for the Public Relations Organization and Publicity program to \$5,379.50 as of November 16, and it appears that the total for the year will swell to over \$10,000.

"We're very encouraged by the fine response," says C. F. Eikel, Jr., Assistant Managing Director of CUNA, "and the fine letters that almost without exception accompany the contributions assure us again and again that credit union people know the need for the POP Program, and want it."

Detroit Meets Challenge

Detroit Chapter met the challenge of the Southern Illinois Chapter and raised over \$1,000 for the POP Program at its Credit Union Day celebration on October 28, bringing the Michigan total to well over \$2,500, which is not included in the total above. Also not included in the above total is the largest single contribution from any single credit union: \$1,500 from the Decatur Wabash Credit Union. These contributions are on the way to the CUNA office, we have been informed.

"What these larger credit unions and chapters are doing for the POP Program is wonderful to behold," says Mr. Eikel, "but the POP Program cannot succeed without the support of the thousands of smaller credit unions throughout the land. I mean credit unions like the ones that sent in their \$10 checks with, 'Wish we could do more,' or 'We'll send more later,' or the little one that sent in \$5 with a note, 'This isn't what you asked for, but hope it's all right.' You bet it's all right!"

"If your credit union has not as yet invested in the POP Program, I earnestly urge that you suggest it at your next board meeting: \$10 from each and every credit union will do the job," Eikel said.

How much more pleasant life would be
How much less cause to frown
If everyone would strive to build—
Instead of tearing down.

Studebaker Spotlight

Coming Events

December 1-2-3—Missouri Credit Union League annual meeting, Hotel President, Kansas City, Missouri.

February 2-3-4—New Jersey Credit Union League annual meeting, Hotel Traymore, Atlantic City, New Jersey.

February 17—Maryland Credit Union League annual meeting, Lord Baltimore Hotel, Baltimore, Maryland.

January 28—Utah Credit Union League annual meeting, Hotel Utah, Salt Lake City, Utah.

March 18—Connecticut Credit Union League annual meeting, Hartford Club, Hartford, Connecticut.

March 16-17—Kentucky Credit Union League annual meeting, Henry Clay Hotel, Ashland, Kentucky.

March 17—District of Columbia Credit Union League annual meeting, Washington, D.C.

March 9-10—Texas Credit Union League annual meeting, Gunter Hotel, San Antonio, Texas.

March 30, April 1—Nebraska Credit Union League annual meeting, Fontenelle Hotel, Omaha, Nebraska.

April 6-7—Ontario Credit Union League annual meeting, Royal York Hotel, Toronto, Ontario.

April 12-13-14—Pennsylvania Credit Union League annual meeting, Benjamin Franklin Hotel, Philadelphia.

April 13-14—Illinois Credit Union League annual meeting, Hotel Sherman, Chicago, Illinois.

April 13-14—Colorado Credit Union League annual meeting, Pueblo, Colorado.

April 13-14—Michigan Credit Union League annual meeting, Masonic Temple, Detroit, Michigan.

April 20-21—Minnesota League of Credit Unions annual meeting, Hotel Duluth, Duluth, Minnesota.

April 20-21—Ohio Credit Union League annual meeting, Commodore Perry Hotel, Toledo, Ohio.

April 20-21—Indiana Credit Union League annual meeting, Claypool Hotel, Indianapolis, Indiana.

April 20-21—Virginia Credit Union League annual meeting, Hotel Patrick Henry, Roanoke, Virginia.

May 25-26-27—Iowa Credit Union League annual meeting, Hotel Savery, Des Moines, Iowa.

June 20-21-22-23—British Columbia Credit Union League annual meeting, Hotel Vancouver, Vancouver.

What they say

about the two new credit union books

HERE is what four international credit union leaders have to say about the two new credit union books being published early this winter by Harper and Brothers. The four are the members of the Book Committee of the Credit Union National Association and its affiliates.



R. A. West, Past President
Credit Union National Association

You'll Be Prouder

You'll be prouder than ever of your credit union after you read the two new credit union books: "Credit for the Millions," by Richard Giles, and "The Poor Man's Prayer," by George Boyle. Both of these books combine the skill of a first-class reporter and the skill of an inspired story-teller, to produce reading that is absorbing; that is convincing; that is inspiring. They leave no doubt of the credit union's high place in the field of social advance.



Joseph S. DeFamias
Director and Past President
Cuna Mutual Insurance Society

It's a Great Feeling

It's a great feeling! To find "must" reading, so pleasant to read. These new credit union books are indeed "must" reading for all credit union people and all those interested in the people's welfare. They contain a wealth of information and helpful suggestions. But not only that. They are as easy to read as your favorite sports column. You'll be glad I urged you to read them. And the friends you urge to read them will be like-wise glad.



Gordon P. Farr, Past President Credit
Union National Association; Secretary
Cuna Mutual Insurance Society

Not One, But Two

Here are just the books we've been looking for; not one, but two. After reading them, most of us will agree we never began to realize, before, the full importance of our credit union work; or the dramatic heights it frequently reaches. These books provide a real lift to credit union people; and a real opportunity. They give us a great opportunity to accelerate our credit union public relations program in a significant way by simply charming some of our influential friends or acquaintances to read these books.



Elmer J. Christoph, Director and Past
President Cuna Supply Cooperative;
First Vice President
Credit Union National Association

Powerful Impact

Our two new credit union books fill a need we have long felt. Now we have two straightforward, authoritative, comprehensive, and moving statements of credit union objectives and accomplishments. Neither steals the other's thunder; both together make a powerful impact. They're easy to read; and even if they weren't, you'd be glad you read them.

Announcing the 8th Annual

INTERNATIONAL M

JANUARY-FEB

1951 Goal—200,

Start Now!

HERE'S YOUR PLAN FOR ACTION:

APPOINT a committee for your membership drive.

SET A QUOTA. We've got to have 15 new members from each credit union to meet our international quota. Make yours as high as your potential membership will allow.

WORK to meet your quota — — — Top it if you can!

REPORT your drive results.

HELPS FOR YOU:

Yes, you can get lots of help for your membership drive!

YOUR LEAGUE is geared to work with you to get record membership in your area. It's your league—use it!

CUNA SUPPLY CATALOG is chock full of low-cost, colorful, easy-to-read leaflets and posters to help you sell your credit union to potential members. Get them from your league supply depot if you have one, or direct from CUNA Supply. NEW Catalog pages featuring Membership Drive materials will be sent you soon. Watch for them!

CUNA MUTUAL will be glad to send you FREE leaflets, posters, flyers, to advertise your Loan Protection and Life Savings insurance and attract new members. (Specify by form number if possible.)

BRIDGE magazine brings you new ideas each month to help you get new members. Next month: Our special Membership Issue!

CREDIT UNION NATIONAL

CUNA SUPPLY COOPERATIVE — THE CREDIT UNION

JOHN E. EIDAM - PRESIDENT
R. J. SHARSTON - FIRST VICE PRESIDENT
W. F. JENSEN - TREASURER
HAROLD MOORE - SECRETARY
THOMAS W. DODD - MANAGING DIRECTOR
GORDON F. FARR - VICE PRESIDENT

P. O. B.
MADISON 1.

To: Credit Union Directors

The Eighth Annual International Membership Drive, 1951, through March 31, 1951. The goal is 200,000 new members. In each Drive since 1943, the goal has been set for that Drive. In spite of the fact that the goal has never been met, there is no reason to feel we are today more credit unions than ever before and more active interest in credit unions than ever before. The past year received wider favorable publicity than ever before. TIME TO MAKE FULL USE OF ALL THESE SUPPORT

By our acceptance of the credit union plan to try, each in our small way, to bring credit union to the people. If we fail to take advantage of the opportunity through the Membership Drive, we are failing our members. Careful, advance planning by your Board of Directors and Committee will insure the success of the Drive. Again cooperate to present a variety of plans for use. This mailing is a part of the CUNA plan.

Here are four suggestions for your consideration:

1. Set a quota. Every credit union should set a quota to assure the success of our international drive. Checking the number of potential members in your area will call for an aggressive campaign.
2. Plan a series of releases both in your area and nationally. The repetition is valuable in stimulating interest.
3. Remember that members of new credit unions also count toward the total of new members. Increase your activity on new credit unions. The more credit unions that join the Drive effort, the more credit unions that will be.
4. Report your Drive results.

I hope very much you will get started right away so that your efforts will enjoy success far into the future.

twd:jag

MEMBERSHIP DRIVE

JANUARY-MARCH

100 New Members

AL ASSOCIATION, INC.

EDGE — CUNA MUTUAL INSURANCE SOCIETY

W. A. DUNKIN - - - VICE PRESIDENT
E. ASHWORTH - - - VICE PRESIDENT
C. FRANK PRATT - - - VICE PRESIDENT
J. D. N. WALDONALD - - - VICE PRESIDENT
M. B. TAYLOR - - - VICE PRESIDENT
PAUL D. DEATON - - - VICE PRESIDENT

1931
WISCONSIN

rive will be held from January 1,
ublished for the Drive this time
1946 we have surpassed the goal
is year's goal is the highest
ot again be successful. We have
There is today a more widespread
an ever before. We have in this
than ever before. NOW IS THE
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ourselves as well as our fellow
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as W. Doig
ging Director

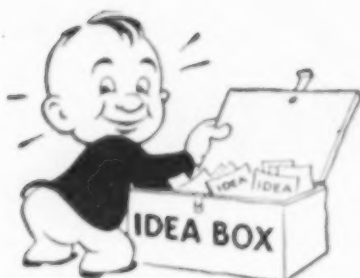
You Can Do It!

PROVEN METHODS

for getting NEW MEMBERS

We know these methods will work! They're the techniques used by the credit unions which came out on top in last year's membership drive. They'll work for you too!

- * We began our drive by writing a personal letter to all non-members giving details and results of operations to date . . . our directors and committeemen made personal contacts with those who did not react to the letter.
- * We offered Christmas Club savings.
- * The story of share and loan insurance helped us win new members.
- * We publish frequent notices and news in two of our organizational papers.
- * We also sent a booklet to all interested potential members.
- * We are strong believers in the use of regular monthly bulletins.
- * We got the most energetic men in each office to serve as minute men. . . Each called an informal meeting of fellow employees at noon or coffee hour to discuss the credit union.
- * We held a membership dinner with prizes for those who got the most new members.
- * We used a telephone committee to contact potential members.
- * We have key men in all our stations and divisions . . . we mail them a copy of the Poster-a-Month series together with a financial statement . . . about the middle of the drive we put on a dinner for these key men to pep them up.
- * We enlarged our field of membership . . . we sent bulletins to new prospects and non-members.
- * We set up three teams of eight men each to round up new members.



Idea Exchange

Here are new and tried publicity ideas. Ideas in the mind of the member is the first step to his participation in the credit union. "Credit union know-how" will lead him to more opportunity and happiness.

The Bridge suggests:

1. that you mark and use the ideas which attract you.
2. that you adapt them to conversation, pay inserts, circulars, blotters, posters, and house organs.
3. that illustrations be reproduced by tracing, photo-offset, or photo engraving.
4. that mats of Idea Exchange Features may be purchased for 30¢ each from The Bridge for printing uses. (See below.)
5. that each release contain full directions as to where and when credit union service is available.

Please send copies of all your publicity material to The Bridge. Your participation in the Idea Exchange is helpful to other credit unions and sincerely appreciated.

Mats Available

Mats, from which cuts for reproduction may be economically made, are available for Idea Exchange features when so indicated beneath the feature. These cost 30 cents each. Orders should be sent, and checks made payable to THE CREDIT UNION BRIDGE, Madison 1, Wisconsin.

Who Can Become A Member?

Any person employed by the Humble Pipe Line Company or the Sales Department, East Texas Division, or any member of their immediate family can, and are urged to, become a member of your credit union anytime they decide to save part of their earnings or need money for provident or productive purposes. Sign a membership card. The entrance fee is 25¢. You are in reality starting a savings account. You may deposit any amount in this account up to \$250 per month per

member. Your savings may be withdrawn at anytime unless they have been pledged as security on a loan.—THURTY NEWS, Humble Employees Longview Federal Credit Union, Longview, Texas.

New Teachers Invited To Join

With the beginning of the winter term schools, the Teachers Credit Union cordially invites new teachers to join their organization which is owned, controlled and operated by teachers and other school employees for the two-fold purpose of encouraging thrift and making available a source of credit for those needing money for any provident and productive purpose.

Membership in the Credit Union has had a steady growth since it began business in 1934. The Credit Union is no longer "an experiment" but it is a sound and serviceable financial institution serving more than 1,600 members. It is chartered by and under the supervision of the State Banking Department.

The Credit Union has been gaining a new member nearly every day this year. There was no summer slump as 17 joined in June, 19 in July and 25 in August. A total of 262 new members have enrolled since January.

It is simple to join and old-time co-workers will tell you that "it pays to belong to the Credit Union." One merely fills out a signature card, pays 25 cents entrance fee and buys at least one \$5.00 share.

It costs nothing to investigate. Why not visit the office in Room 1, 307 Morgan Street, or telephone 2-3479, for further information? Eventually, why not now?—CREDIT UNION COURIER.

Membership—Thrift Drive On

Beginning—we will conduct a joint Membership-Thrift Campaign. The purpose will be to get every eligible person into the credit union and to encourage all members to

pledge themselves to save regularly in the credit union. First on membership . . . The Bureau of Banking has our potential membership listed as 200. Our present total members include 121 of our 124 employees, postal transportation clerks residing in Darville, employees of the Social Security Administration and members of our immediate family. With most of our group being established families, it seems that our potential should be nearer 300 than 200. Many of our relatives can not enjoy the full facilities of the credit union without becoming a member. If you are a member of this credit union, then your wife and children are eligible. Why not see the treasurer and get an application card for them. The entrance fee is only 25¢.

Now for the Thrift part of this drive . . . On June 30th, 184 members had \$30,855.50 in shares in our credit union which does not look bad from the surface, but after breaking it down, we find that only 1 out of every 3 members have accumulated savings amounting to as much as \$100. The breakdown shows that 59 members have a total of \$27,812.25 for an average of \$474.78 while 125 members have only \$3,043 for an average of \$24.34. The average in the latter group helps improve the appearance some, but if we really get down to brass tacks, we find that some of the members still have just



January Poster

Send a hearty "Happy New Year" to your members and potential members, and boost the regular credit union savings idea at the same time, by placing these posters at every vantage point.

Single posters are 25¢ each; additional posters in the same mailing 12½¢ each—all less 20% discount to member credit unions in USA. Subscriptions for 12 monthly posters 10 times above prices. (Mats available: see column one.)

their first \$5 or \$10 on their share account and have made no effort to add to it. Credit unions have to have both savers and borrowers to make worth-while progress and here we would like to point out the need of each member to save regularly and to borrow when necessary. Some have remarked that if they can't save as much as \$5 per pay that there is no use trying. This is definitely the wrong attitude and we would like to assure you that all credit unions are built on much small savings and no matter how small the amount may be you are invited to save the credit union way. Your savings here are matched dollar for dollar with free life insurance plus a reasonable dividend. Such service is available in all of Danville's 6 credit unions.—Danville Postal Credit Union, Danville, Virginia.

Did You Know That

Our office hours are from 5 to 8 p.m. five days per week. From 3 to 8 p.m. on monthly payday, and the day after.

We finance automobiles.

We have car insurance.

Our telephone number is 7-3192.

We have had 75 new members since January 1, 1950. Are you one of these?

Your loans are insured against your death or complete disability.

Your shares are insured against your death.—CREDIT UNION NEWS, University of Illinois Employees' Credit Union.

Team Mates

Team mates in one of America's great businesses—the savings and loan business—are the investor and borrower. Bringing the small individual investor and borrower together is the business of the credit union. Every member of it is a man who has achieved the traditional American goal—"Being in business for himself." Join the team—the great team—that is the Nashville VA Credit Union. See the treasurer and do it today. The membership fee is only 25c.—Nashville VA Credit Union News, Nashville, Tennessee.

Here Is A Good Offer

As a member of the credit union you will find it simpler to borrow money, and a whole lot easier to pay it back, because it costs you less.—CREDIT UNION NEWS, University of Illinois Employees' Credit Union.



A financial bulletin board is used by the Hotel New Yorker Employees Federal Credit Union over the teller's window that can be easily read and kept up to date. Arthur Nebel, treasurer, is busy taking in payments.



PAID TO ALL A STORY ABOUT IT.....

It isn't hard to recall the day we wrote letters to Santa and were extra good along towards Christmas. Santa Claus was kind of a superman whose clairvoyant abilities kept an eagle eye on our good and bad acts throughout the year. When making his yearly deliveries, he'd disregard time and space and even defied the laws of gravitation.

As the years rolled by, we began to realize that Santa Claus was not a bewhiskered old gentleman. In fact, each of us took on the roll of Santa for our friends, relatives and perhaps the needy. All of us now know that Santa Claus is a symbol of the kindness and good each of us enjoys expressing.

Someone wisely said: "Happiness comes to him who gives it." The proof of that statement is demonstrated by the joy we have while spreading Christmas cheer. And probably that statement explains why those of us working closely with the CREDIT UNION enjoy the work so much—we have been bringing cheer to the homes of FICU employees the year 'round. But more important is the fact that the services of FICU are available to you to bring cheer to your friends and relatives this Christmas. Believe yourself of the burdens of Christmas giving by using the Credit Union, insured, low-interest loans.

Speaking of Christmas, it is an ideal time for starting a savings account in the credit union for the baby. O.K.? Fill out an application and send in a deposit with the two-bit fee.

CUYAHOGA
PACIFIC CO-OPERATORS FEDERAL CREDIT UNION

First Year for Christmas Savings

IT IS INTERESTING to note that 27 persons have savings totalling \$1,500 for Christmas presents for the past 11 months mainly through \$1 and \$2 deductions.

If you desire to participate in the Christmas Club Savings Plan, please sign the attached authorization and return to your payroll clerk by December 9.

The credit union carries an account in the individual ledger for the Christmas Savings Club. The amount deposited to this account is credited each pay in total, and a separate set of individual ledgers cards are kept for the individual postings for Christmas Club Savings—Cuna Credit Union, Madison, Wisconsin.

Date _____	
I hereby authorize _____ to deduct \$ _____	
(Employee)	
from my salary each week-monthly payroll date beginning December 15, 19 _____	
terminating December 30, 19 _____, said amount to be turned over to CUNA Credit Union for my Christmas Savings Club account.	
It is hereby understood and agreed that the funds accumulated by me in this account may be withdrawn by me only under one of the following conditions:	
1. On or after December 1, 19 _____.	
2. At termination of my employment with CUNA or affiliates.	
3. By written permission of the Board of Directors.	
Signature: _____	(Employee)

The CUNA Credit Union carries an account in the individual ledger for the Christmas Savings Club. The total amount deposited to the Christmas Savings Club each payday is credited to this account, and a separate set of individual ledger cards are kept for the individual postings.

Annual Meeting Charts Help The Members

THE ANNUAL MEETING CHARTS help make dull figures sharp and interesting. The members find it easy to follow the treasurer as he makes his report. It gives the treasurer a medium for pointing out comparisons, to give emphasis, and to make clarifications.

"With regard to the Annual Meeting Charts," writes Ken Trench, of St. Patrick's Parish Credit Union, Ottawa, Ontario, "they met with great success and approval. Several of our members told me after the meeting that they obtained a much better idea of our financial structure. I also noticed that there were more questions put forward by the mem-



Ralph Peterson, treasurer of Cuna Credit Union.

bers regarding certain items. The chart which I particularly fancied was the one showing the growth for the past five years—it may take a little time preparing it but it is well worth the trouble. I do think though that in conjunction with these charts there should be a mimeographed statement showing the business transacted for the year so that the member has something to show any of his friends should they be interested."

One user reported that all the members felt a little deeper sense of unity as they all looked at the big charts as well as a sense of unity in the operations as the treasurer made his report.

The charts were made available again last year with gum numerals and colored tape for the first time since the War thru the league supply departments or Cuna Supply Cooperative.

Outstanding advantages of your credit union

1. Credit unions are safe—they are legally incorporated and examined by state or federal authorities on much the same basis as a bank.
2. Credit unions are convenient for saving. Many a credit union member has found that he could save regularly for the first time at the handy credit union office. Payroll deduction is used in some credit unions for this purpose, and it is surprising how rapidly the savings pile up.
3. Credit union rates on loans are the lowest available on small loans. You can borrow as little as five or ten dollars at your credit union, but the rate stays the same—1 percent per month. There are no fees or hidden charges.
4. Your credit union insures all eligible loans on a group basis, which means that if a borrower should die, his loan would be cancelled.
5. There are 13,000 credit unions today in the United States and Canada, with 6 million members. The assets at the end of 1949 totaled more than \$1 billion, and the loans outstanding about \$675 million. It's a big business and growing rapidly. You can grow with it—CURITY EVENTS, Bauer and Black, Chicago, Illinois.

Million Dollars Loaned To Lomto Members

One million dollars has been loaned to our members.

We know that a million dollars, in some way or form, have given many

Idea Exchange

of our members and their families recreational needs, refurnishing of homes, hospital and doctor bills, and most of all, repairs on their taxicabs so that they may continue to earn a decent living for their families. Your credit committee is giving each and every member a fair and equitable amount of consideration for each request of a loan. Now we shall strive for our second million.—*Altered and Revised from Lomto Bulletin, Bronx, New York.*

The Credit Union Goes to War

The undeclared war in South Korea has begun to make itself felt in our Credit Union. Several Reserve Officers and enlisted men have stopped by the Office to say "Good-Bye" on their return to active duty. Others will leave with Oklahoma's own 45th Division when they mobilize September 1.

Our Credit Committee discussed the war situation and decided that for the present at least we would continue business as usual. Each loan application will be handled individually with no set rules restricting loans of draft or reserve status.

We urge anyone entering the service who has a loan to continue payments if at all possible. You will have enough worries when you get back without having an old debt and accumulated interest to take care of.—*O. C. Postal Federal Credit Union News, Oklahoma City, Oklahoma.*

They Know Not of Credit Union

There are over 6000 employees on our campus and every day someone comes in the office and makes this statement, "I just heard about credit union today." You will help your fellow employee if you explain what credit union has done for you and can do for him or her. Each member is a salesman, and because of your participation this credit union is taking a top place in our everyday lives.—*Credit Union News, University of Illinois Employees' Credit Union.*

Your Credit Union

Your Credit Committee is composed of people of your own selection and workers who understand your problems as well as you. They are men of your own financial standing and are not above you in any shame or manner. Why not get into the habit of consulting your Credit Committee or the Treasurer. They will be more than pleased to consult with

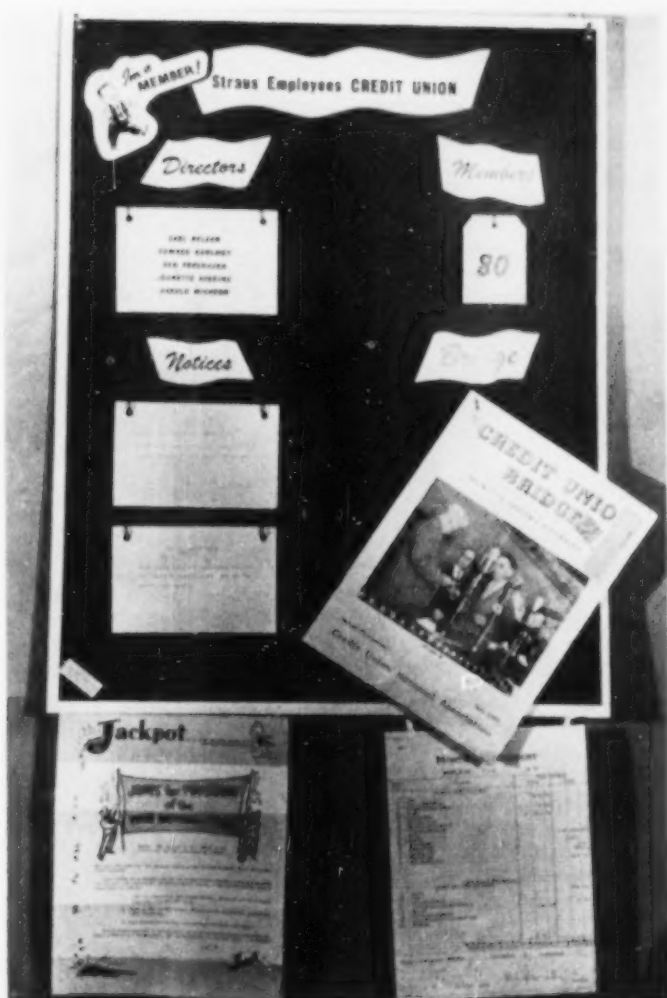
you. Be credit union minded for all credit needs.—*LOMTO BULLETIN, Bronx, New York.*

Wise Men Say

- € If there be any truer measure of a man than by what he does, it must be by what he gives.—*South.*
- € Our freedoms, in the final analysis, depends upon the will of the people.
- € Unless each of us works at democracy every day of the year, democracy will not work for us.—*Charles G. Hulme.*
- € Don't itch for things you ain't

willin' to scratch for.—*THE CREDIT UNION WAY.*

- € The sum total of the common sense of the common people is the greatest and soundest force on earth.—*Thomas Jefferson.*
- € Good will is the mightiest practical force in the universe.—*C. F. Dole.*
- € Every man has a right to his own opinion, but no man has a right to be wrong in his facts.—*Bernard M. Baruch.*
- € We make a living by what we get but we make a life by what we give.—*VOGT NEWS.*



This bulletin board has attracted considerable attention in this fast growing credit union. Ben Prochaska, treasurer, of the Straus Employees Credit Union, Madison, Wisconsin worked up the idea, and keeps it up to date.



In the Next 4 Months

We Need 513 New Credit Unions

By W. B. TENNEY

Assistant Director of Organization

TIME PASSES SO SWIFTLY and the end of October has arrived. As we hoped to be able to report at least 100 new credit unions for the month, we are disappointed that only 74 organization reports were received. However, the total for October was four more than September and one more than October 1949. Since only four months remain to make this organization drive a success we will have to do everything in our power to overcome the months in which we fell so far below our quota. The leading leagues for this month were Illinois and Pennsylvania with 9 each; South Dakota and New York with 5; California, New Jersey, Ohio, Texas, Alberta and Ontario with 4 each.

During the 10 months of the calendar year of 1950, 860 new credit unions were reported as compared to 770 for the same months in 1949. The leagues in the lead for this period are: Illinois, 62; Ontario, 60; California, 55; Michigan, 55; Texas, 53; Ohio, 43; Pennsylvania, 42. In the September statistics, Illinois was third, next to Ontario and Michigan. The "Illini" are certainly coming through in these last months of the year.

Senior membership in the one-or-more-each-month club stands just as it did last month. Members in order of seniority are: California, Ohio, New York, Texas, Illinois, Michigan, and Pennsylvania. It looks like the senior members may be welcoming a newcomer in January however. New Jersey still holds her junior membership, and with just November and December left in the calendar year she seems very likely to make it.

New Credit Union Drive

Only four months left in the New Credit Union Drive! If we're going to meet our quota we'll have to organize 513 new credit unions before March 1, 1951. Quite a task, but not impossible. We are still ahead of previous years. Through October in 1948 we had 553 new credit unions organized, but we don't compare quite so favorably with 1949 when we had 631 new credit

unions at the end of October. This year we total 687 through October. Leading leagues at the end of this period are: Illinois with 53; Michigan and California with 47; Ontario with 46; Texas with 41; Pennsylvania with 35. It's good to see the newcomer, Pennsylvania, among the leading five.

The district standings are almost the same as they were in September. Here's how they look at the end of October:

District	Quota	Organized	Per cent
Eastern	193	135	69
Central	125	119	96
Western	150	88	59
Canadian	180	101	56
Southern	225	117	52
Northeastern	140	66	47
Midwestern	125	45	36

Forecast: November seems to be a good month for credit union organization. The November statistics may bring us closer to our goal of 100 a month than we have been since March and April, our two most successful months of this drive.

It is always interesting to compare the organization activities of the leagues. Following are the league standings with their quotas shown in parenthesis:

CANADIAN DISTRICT

Alberta (20) 9; British Columbia (24) 14; Manitoba (18) 12; New Brunswick (7) 2; Newfoundland (2) 0; Nova Scotia (20) 8; Ontario (55) 46; Prince Edward Island (6) 0; Quebec (7) 5; Saskatchewan (26) 14.

NORTHEASTERN DISTRICT

Connecticut (25) 16; Maine (7) 4; Massachusetts (30) 11; New Hampshire (5) 9; New York (55) 30; Rhode Island (10) 3; Vermont (8) 2.

EASTERN DISTRICT

Delaware (6) 9; District of Columbia (10) 3; Maryland (20) 17; New Jersey (25) 32; Ohio (65) 28; Pennsylvania (50) 35; Virginia (15) 13; West Virginia (10) 7.

CENTRAL DISTRICT

Illinois (70) 53; Indiana (24) 5; Michigan (64) 47; Wisconsin (22) 14.

MIDWESTERN DISTRICT

Iowa (23) 8; Kansas (17) 11; Min-

nesota (25) 6; Missouri (35) 15; Nebraska (13) 3; North Dakota (6) 2; South Dakota (6) 5.

SOUTHERN DISTRICT

Alabama (18) 10; Arkansas (4) 5; British South America (1) 0; British West Indies (5) 7; Canal Zone (2) 0; Florida (20) 10; Georgia (15) 13; Kentucky (13) 3; Louisiana (23) 15; Mississippi (5) 1; North Carolina (17) 5; Oklahoma (11) 4; Puerto Rico (9) 0; South Carolina (4) 1; Tennessee (18) 9; Texas (60) 41.

WESTERN DISTRICT

Alaska (1) 0; Arizona (3) 1; California (75) 47; Colorado (10) 9; Hawaii (8) 4; Idaho (3) 3; Montana (7) 2; Nevada (2) 0; New Mexico (2) 0; Utah (8) 6; Washington (20) 16; Wyoming (2) 2.

That's how we look as of October 31. We would look a great deal better, however, if some of those zeros could be replaced by even very small numbers. The most startling change of all, perhaps, was made by the South Dakota League, which organized five credit unions in October.



EACH MONTH our league above will portray our progress in the new Credit Union Drive.

The Goal: 1200 new credit unions between March 1, 1950 and February 28, 1951.

Let's all help him boil the mercury.

after showing none for all the previous months of the drive.

National Director Honor Roll

We still have 27 National Directors on the Honor roll, just as in September, and 11 of them have reported more than one credit union each. The total new credit unions remains at 54 credited to National Directors. Here's how they stand:

Nixon, Connecticut**	8
Vetter, Iowa*	5
Moore, Georgia	4
Gregory, Illinois	3
Hudson, Texas	3
Little, Utah**	3
D. G. Reimer, Manitoba*	3
Sol Stahl, New York*	3
P. H. Montgomery, California**	2
J. W. Burns, British Columbia*	2
Ralph Bendel, Oklahoma*	2
J. W. Grant, District of Columbia	1
Tom Atwood, Florida	1
Walter Hoffman, Minnesota	1
G. Godmundson, New Jersey	1
E. A. Smith, New Jersey	1
J. D. N. McDonald, Nova Scotia	1
J. Best, Ontario	1
A. P. Quinton, Ontario	1
C. J. Watson, Ontario	1
R. Goetz, Pennsylvania	1
A. W. Lawry, Pennsylvania	1
F. Tokay, Pennsylvania	1
C. E. Burdick, Texas	1
G. J. Keller, Idaho**	1
Henry Stricker, New Jersey**	1
R. F. Bergengren, Vermont**	1
* Full time Managing Director	
** Part Time Managing Director	

There is plenty of room for every National Director's name, and it would be a great boost to Membership Drive morale to see all the Directors listed here.

League Honor Roll

We now have 22 leagues on the Honor Roll at the end of October. These leagues have fulfilled 70% or more of their quota. They are:

League	Quota	Organized	Per cent
British West Indies	5	7	140
New Jersey	25	28	112
Idaho	3	3	100
Wyoming	2	2	100
Colorado	10	9	90
Virginia	15	13	87
Maryland	20	17	85
South Dakota	6	5	83
Georgia	15	12	80
Ontario	35	42	76
Michigan	64	46	72
Quebec	7	5	71
Washington	20	14	70
Manitoba	18	12	67
Connecticut	25	16	64
Kansas	17	11	64
Illinois	79	44	62
Wisconsin	22	14	62
Utah	8	5	62
Texas	60	37	61
Louisiana	23	14	61
West Virginia	16	6	60

Volunteer Organizers' Contest

We have just finished the eighth month of the Volunteer Organizers' Contest. We have 13 entrants who have reported a total of 38 new credit unions. This looks very good when compared with last year's record, but it should be possible to have many more entrants and a much wider representation of districts and leagues.

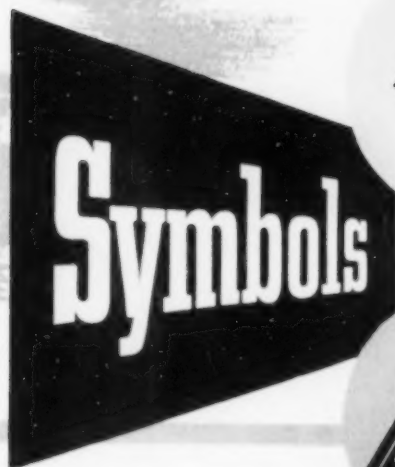
The contestants stand in the following order:

Richards, Ohio
Vanderwall, Michigan
Moore, Georgia
Gregory, Illinois
Holder, Tennessee
Law, Michigan
Williams, Ohio
Hough, Illinois
Davis, California
Shumacher, Michigan
Quinlan, Texas
Ivason, New York
Bauer, Connecticut

The contest period ends on February 28, 1951. First prize, \$100, will be awarded to the contestant who or-

ganizes the greatest number of credit unions in the period from March 1, 1950 through February 28. In addition, each contestant other than the first prize winner who organizes five or more new credit unions in the contest period will receive an award of \$50. There is still time to win a prize if you get busy at once. To enter the contest just follow these simple rules:

1. Send a letter to Mr. T. W. Doig, Managing Director, Credit Union National Association, P.O. Box 431, Madison, Wisconsin, stating your in-



These are symbols of importance
... of strength ... of protection.

Your members...their savings...their share earnings are protected by the credit union umbrella and should be protected under the Lumbermens triangle.

As they rely on their credit union for the accumulation of savings, you should rely on Lumbermens for bond and burglary protection.

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tention to enter the contest and listing any credit unions you have organized since March 1, 1950.

2. Soon after the organization of each new credit union, advise Mr. Doig of that fact.

3. On or before March 31, 1951, send Mr. Doig a complete list of the credit unions you have organized in the contest period. Any volunteer organizer may enter the contest and any contestant can win a prize. Enter your name now and with your letter of entry, ask for the free Volunteer Organizers Kit of useful material.



Founders Club

New Members

Since our last report the following new members have been admitted to the Founders Club:

Mr. James Lusty, Calcasieu Federal Employees Credit Union, Lake Charles, Louisiana.

Mr. William Giersbach, International Harvester Employees Credit Union, Milwaukee, Wisconsin.

Mr. R. M. Pumroy, Appleton District Credit Union, Appleton, Wisconsin.

Mr. James A. Thompson, Triangle Groups 1 & 2 Federal Credit Union, Washington, D.C.

Mr. Alton E. Ross, Standard Stock Federal Credit Union, Harbor-creek, Pennsylvania.

Mr. Charles Cochran, J & L PGH SSOH Federal Credit Union, Pittsburgh, Pennsylvania.

Miss Madeline M. Guinnane, FHA Employees Federal Credit Union, Washington, D.C.

Miss Jessie Crawford, FSA Employees Federal Credit Union, Washington, D.C.

Mr. Paul L. Rupp, FCA Employees Federal Credit Union, Washington, D.C.

Mr. E. C. Laetz, University Hospital Employees Credit Union, Ann Arbor, Michigan.

Mr. A. M. Angove, City Credit Union of Tacoma, Tacoma, Washington.

Mr. James C. Macosley, Dole Federal Credit Union, San Francisco, California.

Mr. W. L. Edwards, Jax Terminal Employees Federal Credit Union, Jacksonville, Fla.

Mr. Garland K. Keeling, Virginia Credit Union League, Lynchburg, Virginia.

Mr. William A. Smith, Lion Oil Cooperative and Savings Credit Union, El Dorado, Arkansas.

Mr. Robert Heck, Trenton Works Federal Credit Union, Trenton, New Jersey.

Mr. F. C. Reishold, RAC Credit Union, St. Louis, Missouri.

Miss Pauline Cole, Detroit Postal Employees Credit Union, Detroit, Michigan.

Mr. Adolph G. Neas, P.H.T. Credit Union, Seattle, Washington.

Mr. Lee E. Speer, Hanford Federal Credit Union, Seattle, Washington.

Mr. J. W. Baertell, Memphis Packing Company Employees Credit Union, Memphis, Tennessee.

Mr. Charles King, Meatcutters Federal Credit Union, Camden, New Jersey.

For better annual meetings For better membership drives For better credit unions

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White Christmas

Tuesday morning as I looked out of my office window, someone remarked: 'The snow is just two

weeks late, otherwise we would have had a REAL Christmas." But it isn't the holly, it isn't the snow. It isn't the tree or the firelight's glow. It's the warmth that comes to the hearts of men, when the Christmas spirit comes 'round again. That's what makes a REAL Christmas. If you don't have it in your heart, you'll never find it under a tree.—ANNE CHIST

Why People Join Trade Associations

Why People Decline to Join Trade Associations

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Credit Union Service that pleases your members finds its way into the conversations with non-members and many other people.

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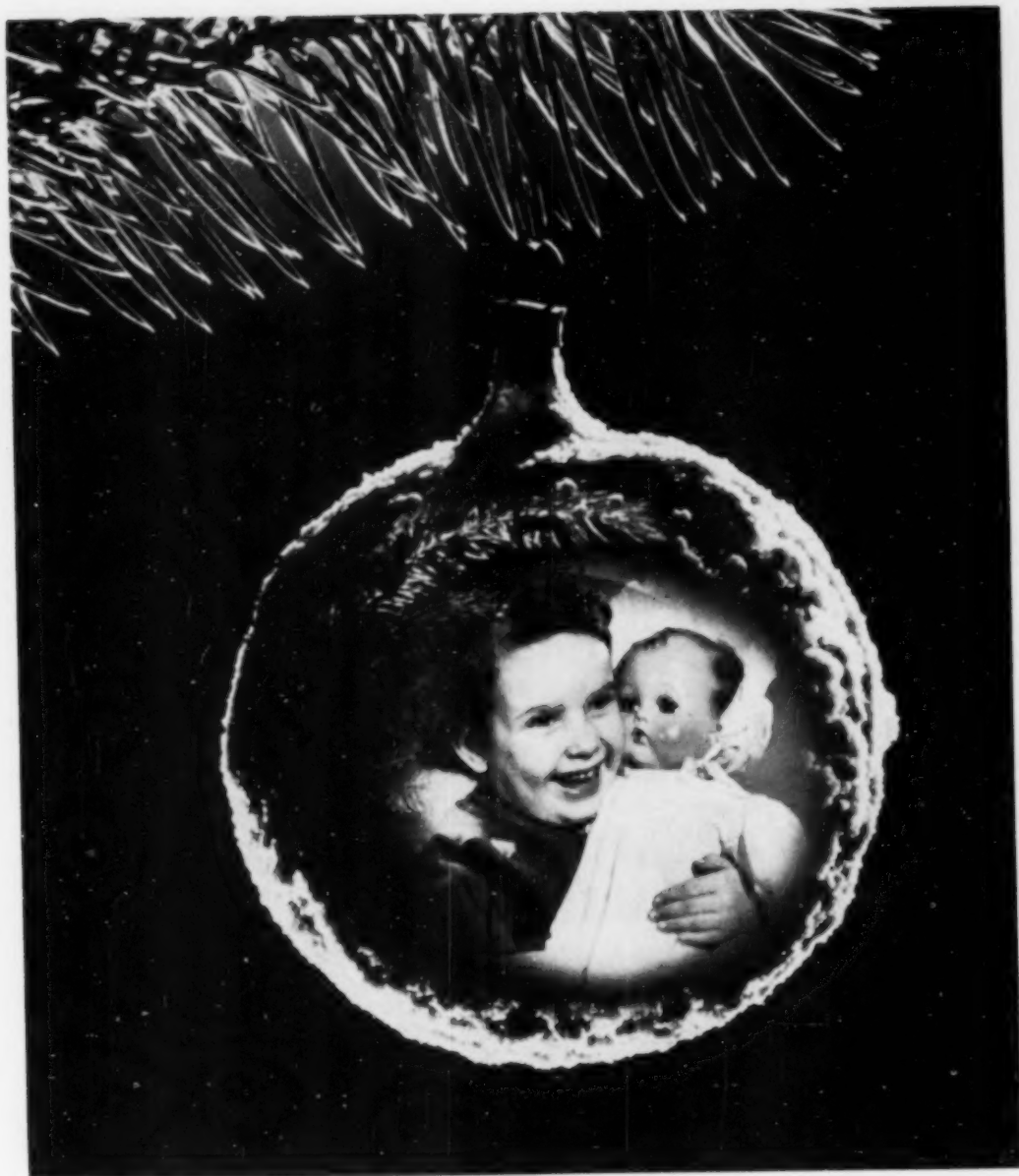
For further information write Cuna or
our Credit Union Insurance Department.



Employers Mutual Liability Insurance Company of Wisconsin

Home Office: Wausau, Wisconsin

Credit Union Insurance Department: Wausau, Wisconsin



Christmas

Time for homecoming, for singing carols, for making merry . . .

When the house is filled with the fragrance of pine and the
savours of roasts and pies, with the laughter of friends . . .
and with the joy of children whose dreams have come true.

May your Christmas be the merriest ever and may your heart be filled
with peace and contentment. This is our sincere wish for you.

The Members of the Board & the Staff of CUNA Mutual